

- 1) Modernize the most important sectors of the economy with the help of technological renewal of production.
- 2) Create an effective national innovation system.
- 3) Develop and improve the scientific base.
- 4) Create a market for scientific and technical products.

The introduction of innovations each time made a huge sense in the development of production. In the current economy, the role of innovation is growing significantly. They are increasingly becoming the main reasons for the financial recovery. According to experts, the share of products produced in the Republic of Belarus, which we can refer to as new, is no more than 5-7 %. If we compare them with developed countries, their assortment is updated every year by 15-45 %. Belarusian products have become competitive on world markets and were exported not only to third world countries, but also for the leading countries of Europe, America, Japan, manufacturers need not only to acquire knowledge but also to introduce advanced technology, equipment and to change the control system [3].

It should also be noted that there are a number of problems that stand in the way of the Belarusian innovation economy. The main ones include:

- 1) Insufficient funding. As world practice shows, the creation of new high-tech industries requires considerable investment. With the GDP of the Republic of Belarus, which is about \$ 76 billion. it is quite problematic to find funds for technical re-equipment only within the country. The lack of domestic resources of capital, which is aimed at modernizing production, is an important factor that hinders the Republic of Belarus on the way to innovative development.
- 2) Insufficient funding for science and low spending on innovation development. The share of budget funding for science is still low (currently-about 0.25-0.3 percent).
- 3) Reproduction of existing goods and services. In most cases, a significant part of the work is aimed at creating existing technologies that have already been implemented abroad. As world experience shows, purchasing a product that is already available on the market is much more profitable than developing it.
- 4) Most of the country's enterprises represent the traditional sector, which is based on the use of the third and fourth technological modes, while the world economy focuses on the use of technologies of the fifth technological mode and even makes the transition to the sixth mode [4].
- 5) Insufficient number of qualified personnel. If Belarus is ahead of the average European level of specialists with higher education in terms of quantity, it is rather behind in terms of quality.

Conclusion. Building an innovative economy for our state is an important step, and in conditions of low importance of providing natural resources-almost the only chance to achieve the level of modern States. However, the transition of the Belarusian economy to an innovative path of development can only be achieved with a comprehensive modernization of production in the country, which will affect all areas of activity.

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УДК 659

ADVERTISING IN FOOD INDUSTRY

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Summary - In this article, advertising is considered as a subject of attracting the customers' attention to the food industry. The most efficient advertising methods are also studied.

Резюме - В данной статье реклама рассматривается как предмет привлечения внимания покупателей к сфере фуд индустрии. Также изучаются наиболее эффективные методы рекламы с целью привлечения потребителя.

Introduction. In our modern world, advertising decides a lot. We can safely say that advertising has to create a desire to go and immediately buy a product, but this is not the only precondition - it has to, first of all, cause some emotions, most likely a feeling of happiness or nostalgia.

It is well known that one of the most pressing problems for advertisers is the problem of attracting attention to an advertising message. The huge information flows in which today's society exists overload the consciousness of a per-

son, so that most of the information passes unnoticed for him. The consumer involuntarily blocks the mind from those messages that are not able to attract his attention.

The main part. The combination of a product, catch phrases, jokes, jingles and brightness does not always become a good brand advertisement. There is no exact formula for an advertising campaign. Advertising agencies have been working tirelessly for many years to create an “ideal” advertisement, and when they succeed at least a little, it becomes part of the culture and is remembered for many years. Color in ad design is one of the most effective visual tools.

Therefore, a significant part of the time and money spent on creating ads is spent on searching for a color scheme that will make the customer pay attention to the services or products offered. Color in advertising performs a number of functions:

- Attracts the attention of readers.
- Helps to understand the essence of the product and services.
- Increases the memorability of ads.
- Allocates certain components of advertising.
- Emphasizes certain properties of the product and service.
- Creates a positive attitude to advertising.

At the same time, there is more food advertising than any other category of advertising, which makes us go and buy something. When we see a car advertisement, we are not going to go buy a car just because it is brilliant and beautifully displayed. The automobile market for us is not everyday life, but the food market is. Maybe that is why television commercials which advertise food are usually one of the most successful because they are intended for everyone, and not just for a particular segment of the population.

In compiling this list of the most iconic “advertising and food” commercials of all time, products that are sold in supermarkets (except drinks) were considered. The main criterion was that these videos entered the cultural background. If they are seen by those who lived during their broadcast, they will most likely remember them. And the brightest of them are still in a cultural dialogue, sometimes even decades after their appearance. These are, first of all, single commercials, but not entire campaigns. Let us consider some examples.

Heinz hired a famous dancer to star in one of the most expensive commercials of the 1970s. Ann Miller was a well-known dancer before filming this advertisement in 1970, one of the most expensive advertisements in history. In addition to Miller, there was a choir of 21 girls, an orchestra of 24 musicians and 4,000 fountains.

Mentos: Freshmaker! Campiness is a series of mock chewable tablets commercials that began in 1991. People in a wide variety of life situations ultimately solve problems with Mentos. This is the first movie that everyone might remember best.

Peanut maker Butterfinger bought a license to use the famous Simpsons brand, and from 1988 to 2001, these characters promoted it in advertising. In this video, Bart, who is about to feast on Butterfinger, protects him from Homer, who is encroaching on him.

The Beef Industry Council hired the Chicago branch of Leo Burnett to create a campaign outlining the benefits of beef in 1992, when it was fashionable to abandon beef - then the trend of “red meat is bad.” The campaign with the slogan “Beef: this is what we have for lunch” was successful and lasted until 2007. Even today, this slogan is known to 88% of the American population, making it one of the most successful slogans in the history of advertising.

The popularity of Reese’s decades-long campaigns peaked in the 90s. Most likely, you never wondered if there is a wrong way to eat peanut butter, because this question has already been answered. The Hershey’s brand has been touted since the 70s, but it’s most remembered for a series of 15-second clips from the 90s that showed how people eat peanut butter in the wackiest ways. Today’s commercials, with the slogan “Great,” are not suitable for them.

In order for an advertising message to be noticed, it is necessary to distinguish it from the general mass, attract the consumer with its significance, open up new opportunities to meet needs and touch on the emotional aspects of its character. In this case, the consumer will want to learn more about the advertised product, that is, their attention will become focused.

Conclusion. Thus, we can say that advertising, which can attract the attention of the customer and make them buy a product, has a positive effect on the demand, which is so necessary for the company. Advertising should be not only informative and fully show the product, but also memorable, unique.

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